Taiwan External Trade Development Council

2020

Annual Report

外貿協會工作年報

TAITRA

受到美中貿易衝突與全球經濟不景氣的影響，2019年我國對外貿易進出口貿易總額6,151.5億美元，較2018年微幅衰退0.6%；出口總值3,293億美元，微幅衰退1.4%，但出口表現仍優於韓國、日本、新加坡等亞洲其他工業國家，對美國、韓國與日本出口更分別有17.2%、7.7%及2.1%的成長。

外貿協會以協助我商拓展海外市場爭取商機為重要目標，2019年本會總計辦理316個海外拓銷推廣活動、46場台灣[illegible]，共[illegible]2,347家次，[illegible]234億9,666萬美元。

配合政府政策，本會自2017年起積極協助我業者拓銷新南向市場，2019年在印尼、印度、越南、馬來西亞、菲律賓等[illegible]人才培訓及醫療器材等方面交流，也透過電視購物通路行銷台灣精品[illegible]。[illegible]協助我國汽車、電子、智慧醫療業者與越南Vingroup集團洽談在越南市場的合作，並協助我商[illegible]。

[illegible]

產業合作[illegible]，並於[illegible]「[illegible]中心」，促進臺[illegible]高科技與創新領域交流與策略合作，[illegible]以色列[illegible]Lahav[illegible]，[illegible]OurCrowd及Maverick Ventures Israel[illegible]InnoVEX[illegible]新創公司進行一對一洽談，[illegible]知名創業[illegible]，[illegible]。

[illegible]在日本成熟市場，本會成立「臺日[illegible]交流中心」，進一步[illegible]產業[illegible]，[illegible]日本大型[illegible]計畫，[illegible]日本[illegible]。[illegible]中國大陸市場，持續[illegible]兩岸[illegible]交流，[illegible]。此外，[illegible]城市、電動車、[illegible]。

[illegible]

為貼近產業並深化在地服務，本會2019年走訪全臺5,000多家企業，辦理「中小企業菁英會」及「地方工業商業會交流會」，推廣本會各項服務及相關政府資源，了解我商產品優勢、拓銷海外市場需求，加速數位貿易發展進程，並蒐集產業現況暨趨勢。另利用本會國內辦事處及遍布全球63駐點，安排地方縣市政府辦理農產食品推廣活動，及拜會重要海外通路商和進口批發商，串聯起地方政府的國際行銷管道。

面對數位科技飛速發展，社會及經濟活動更趨便捷，本會期許成為「數位經貿的領航者」，為我業者掌握全球數位商機。本會從內部培植數位思維為出發點，持續進行數位轉型，以提供業者數據分析及一站式服務為方向，將台灣經貿網作為建構數位貿易生態圈的核心，串連我商及國際知名電商平台，透過具深度及廣度的數位發展策略與服務，全力推動我國數位貿易發展。

[illegible]新局勢，未來每一家企業都必須是科技公司方能搶占先機。2020年外貿協會成立滿50週年，本會將加速轉型，連結新創及年輕世代，擴大數位服務，期許成為臺灣「數[illegible]」，創新服務我國中小企業掌握產業品牌競爭優勢，攜手拓展全球市場！

Since TAITRA was established in 1970, it has been committed to facilitating the exploration of business opportunities around the world for Taiwanese companies. With the changing global economy and advancing technology, companies that close gaps in digital skills will have more advantages to compete in the global market. Today's challenge for TAITRA is to assist businesses in setting up strategies to promote digital trade.

In 2019, TAITRA successfully coordinated a total of 976 promotional activities overseas, hosted 41 Taiwan Trade Shows, served Taiwan enterprises 88,567 times, and generated business opportunities worth over US$25.46 billion. The following reflects TAITRA's operations:

The New Southbound Markets

TAITRA hosted five large exhibitions, the Taiwan Expos, which were infused with bilateral industrial, cultural, tourist, talent training, and medical service elements, in Indonesia, India, Vietnam, Malaysia and the Philippines. In these countries, TAITRA also employed event marketing strategies to enhance the global visibility of Taiwan Excellence award brands.

In addition, to help build up strategic partnerships overseas for Taiwanese companies, TAITRA acted as a bridge for Taiwan's automobile, electronics, and smart medical companies, as well as Vingroup, the largest private conglomerate in Vietnam. Furthermore, TAITRA proactively offered business information to Taiwanese companies regarding potential business opportunities in Gujarat, India, and Java Integrated Industrial and Ports Estate (JIIPE), Indonesia.

The Emerging Markets

TAITRA focused on countries in Central and Eastern Europe and in the Middle East, and in particular held many trade promoting activities in Turkey. Moreover, in order to better connect with Israel's high-tech companies and start-ups, TAITRA set up the Taiwan Trade & Innovation Center Tel Aviv, Israel, and cooperated with Tel Aviv University to jointly organize strategic business management courses in TAITRA's International Business Administration Program. Through these endeavors in Israel, TAITRA successfully invited the two leading venture capitalist firms, OurCrowd and Maverick Ventures Israel, to join the InnoVEX session of the Taiwan Trade Show COMPUTEX 2019. TAITRA also expanded its search for business opportunities in Russia and provided a bridge for the top management of prominent companies in Taiwan and Russia. For example, [illegible] and [illegible] in Taiwan connected with Russian ICT companies.

The Developed Countries and Mainland China

Firstly, in order to support industrial and trade cooperation between Taiwan and U.S. enterprises, TAITRA established the Taiwan-USA Trade & Investment Networking Center. Secondly, with the launch of TAITRA Bridge Building Project, Taiwanese companies have connected with Japanese mega-corporations for potential business opportunities. As for Mainland China, TAITRA managed the network for Taiwanese and Chinese companies by holding various activities to promote trade.

Marketing Alliances

TAITRA continued to lead its established marketing alliances in showcasing their products globally, including smart city businesses, electric vehicles, green businesses, and bubble tea businesses.

Services to Taiwan's Industrial Associations and SMEs

TAITRA conducted surveys and interviews with over 5,000 companies and also held panel discussions and round-tables for local associations and small and medium-sized enterprises. In addition, with the outreach of its five domestic offices and 63 overseas offices, TAITRA effectively conducted international marketing to promote Taiwan's agricultural products overseas.

Digital Strategy and Transformation

James C. F. Huang

Chairman

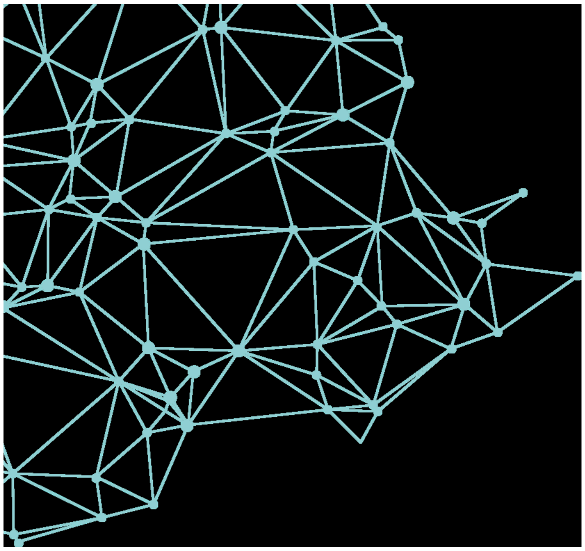
James C. F. Huang

2019年本會整體工作概況

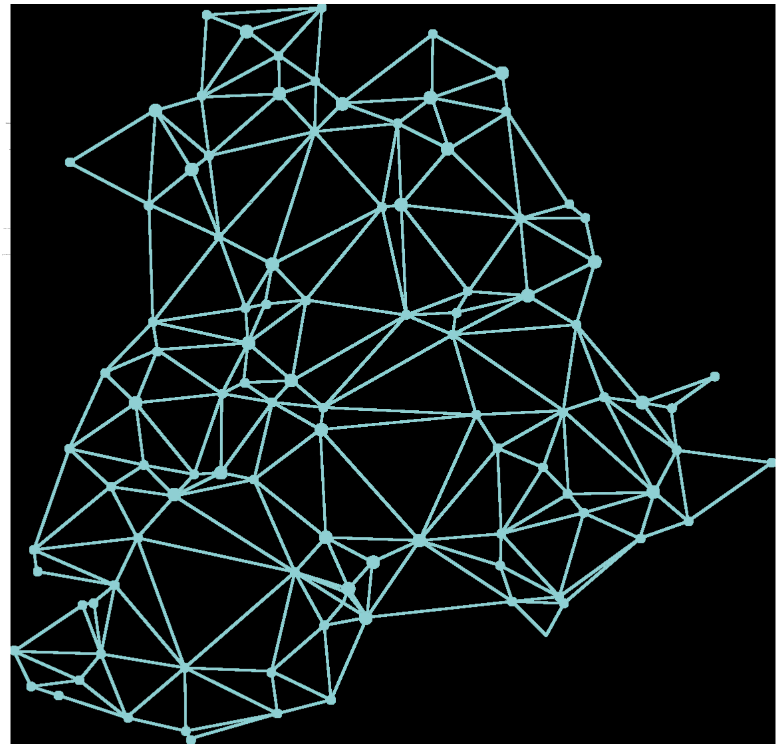
Overview of TAITRA's 2019 Operations

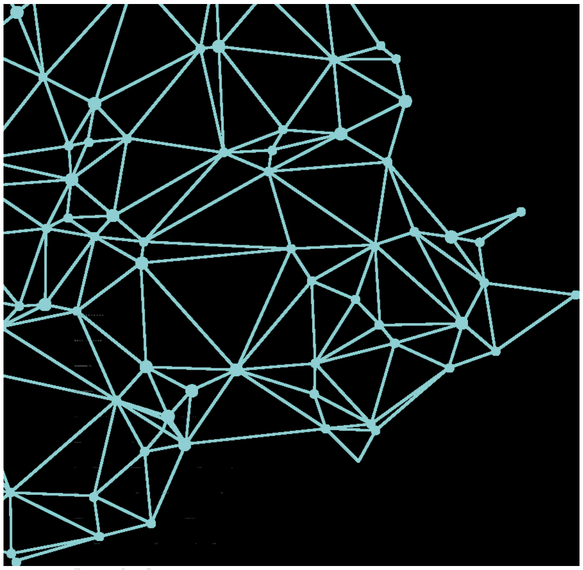
本會自1970年成立迄今，係我國主要對外貿易推廣機構，整合政府、企業資源及海外據點，積極執行參展團、拓銷訪問團、採購洽談會、數位行銷、跨境電商及國際展覽會等各項推廣活動。

TAITRA has been Taiwan's foremost nonprofit trade promoting organization since it was established in 1970. By integrating its resources and overseas offices with the government's, TAITRA organizes delegations for overseas trade shows and business visits, sets up procurement and business match meetings, conducts digital marketing, connects with international e-commerce platforms, holds Taiwan Trade Shows, and fosters Taiwan MICE industry.



「臺灣形象展」自2011年起已舉辦14場次，橫跨日本、印度、越南、馬來西亞、菲律賓及泰國6個國家、13個城市，累計將近30萬人次參觀，吸引國內外媒體大幅報導，總計新聞曝光超過4,100則，將臺灣產業形象與國[illegible]臺灣與產業官方方面交流，讓東協與印度等國人民透過展覽對臺灣有更深入的瞭解及評價，進而促進參觀者來臺觀光及求學，有效提升臺灣國家品牌形象。





「臺灣產業形象廣宣計畫」[illegible]台
灣精品」選拔，每年舉辦150場推廣活動，
以整合行銷如展覽、運動賽事、品牌體驗、
數位互動、媒體廣宣與通路活動等方式帶台
灣精品進入國際目標市場，以提升臺灣產業
形象，[illegible]

The Taiwan Industry Image Enhancement Project (IIEP) manages the Taiwan Excellence Awards Selection and holds over 150 promotional events each year. These events aim to enhance the image and competitiveness of Taiwan's industries worldwide by implementing integrated marketing strategies including exhibitions, sporting events, brand experiences, digital marketing, media advertising, and trade meetings, among others.

2019年台灣精品獎頒獎典禮除隆重舉辦外，並以實體及影音展出得獎產品，同時辦理系列活動，包括「台灣精品國際行銷趨勢論壇暨經驗分享會」，由歐洲行銷聯盟副主席Professor Jonathan H. Deacon及紅點設計獎評審Mr. Gordon Bruce進行專題演講、臺灣產業形象廣宣計畫3年回顧展、全球通路商暨品牌代理商洽談會，進行168場次的貿易洽談。

The 2019 Taiwan Excellence Awards ceremony presented award-winning products and hosted a series of events including:

- Trends and Experiences in International Marketing - Sharing Forum led by Professor Jonathan H. Deacon, Vice-Chair of the European Marketing Confederation (EMC) and Mr. Gordon Bruce, Judge of the Red Dot Design Award
- Taiwan Industry Enhancement Project (IEP) Three-Year Retrospective Exhibition
- Global Partnership Sourcing Conference in Taipei, including 168 business match meetings for Taiwan Excellence award-winning companies and buyers

拉斯維加斯消費電子展 CES 2019

2019年1月本會於拉斯維加斯消費電子展（CES）設置台灣精品館並舉辦台灣創新科技國際記者會，館內展出42件產品，如：創心醫電電子聽診器、瑞需科技深層皮膚掃描器等，吸引6萬人次參觀及知名媒體至台灣精品館採訪，包括卡達Aljazeera、美國abc13 News等。記者會由本會黃志芳董事長介紹最新臺灣科技產業趨勢，再由台灣精品企業發表產品，雷虎科技展韻號水下探勘六軸無人潛艇、創淨科技e立淨消毒噴霧製造機、訊連FaceMe™ AI 臉部辨識引擎及群創科技智慧零售解決方案，記者會共吸引來自18國114人出席，一週內觀看網路直播達28萬人次。

亞美尼亞世界資訊科技大會

Armenia WCIT 2019

2019年10月[illegible]第23屆世界資訊科技大會

（WCIT）[illegible]

[illegible]

12[illegible]AI [illegible]

[illegible]

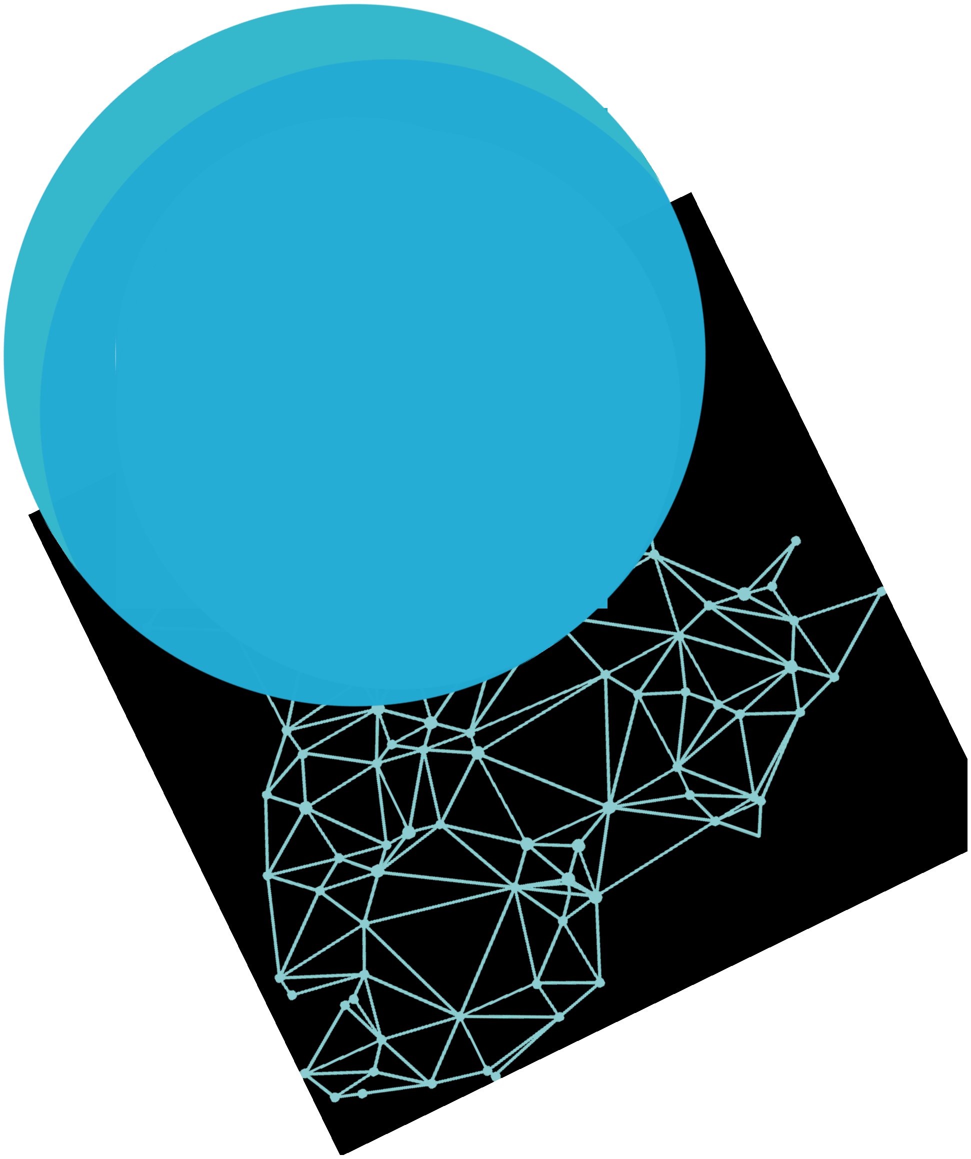
[illegible]

[illegible]「[illegible]（Innovation

[illegible] Capital）」[illegible]

[illegible]

[illegible]2,000人。



台灣精品電競賽

Taiwan Excellence

Esports Cup 2019

[illegible]

[illegible]「電競」[illegible]

[illegible]12[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]1億6,700萬人次。